Name:	Title:
CLAUDE INCAUDO	President and CEO, Penn Traffic Corp.

Account Overview

Telephone: (315) 457-9460, Ext. 3611
FAX: (315) 461-2474

P & C FOOD MARKETS
P. O. Box 4965
State Fair Blvd.
Syracuse, NY 13221

- Trading Area: ***Upstate NY and PA***
- Type of Operation: ***Supermarket***
- Number of Company-Owned Retail Outlets: ***65***
- If Wholesale Operation, Number of Retail Outlets Served: **69**
- If Wholesale Operation, Major Chains/Group Stores Supplied: Big M Supermarkets, Hometown Mkts., Midstate Mkts.
- Major Competitors: ***Price Chopper/Wegmans, Great American***

History of Chain/Account

- ***Just completed 50 years of business in 1993.***
- ***Currently a part of the Penn Traffic Corporation***
- ***In August 1993, P & C Warehouse began shipments to Quality Mkts. in Western NY and PA.***
- ***Last year, completed construction of a new reclamation center and moved all their buying offices into the new structure.***

Business Profile

Direct Account (Yes/No): *Yes* EFT (Yes/No/NA): *Yes* % EFT: *100%*
Focus Status: Not on at this time
If not direct, major cigarette supplier:

- ***P & C Warehouses cigs. in Syracuse NY and carry over 250 brand styles. In addition to the P & C Supermarkets, they supply over 140 indep. supermkts. and grocery stores, including Big M Supermarkets, Hometown Markets, IGA Stores, Midstate Markets and more.***
- ***Has qualified for Winners Programs and has worked with RJR to solve problems.***
- ***Accepts all new brands.***

Merchandising Profile

General Comments

- ***RJR carton merchandisers in 95% of the stores.***
- ***RJR exclusive package fixturing primarily in non-self service courtesy centers.***
- ***Placed small pack displays to feature Private Label, Extra Value supplied by RJR.***
- ***Currently moving toward non-self-service - approximately 95% by carton and 80% by pack.***

Personal

Spouse: Donna
Interests:

Address: Davis Grove, Box 180
Marietta, NY 13110
(315) 636-7798

- ***Likes fishing, golf, horse racing.***
- ***Mr. Incaudo has been the President and CEO of Penn Traffic. Recently he appointed John Dixon as President of P & C Food Markets and Quality Markets. He is very active in the Children's Miracle Network, local charities and an ardent supporter of the arts and stage.***

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Source: https://www.industrydocuments.ucsf.edu/docs/sxpm0000